



WEWS

ORDER

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Flight Dates 10/09/12-10/15/12

<u>Contract / Revision</u>	<u>306621</u>	<u>/</u>	<u>SEIU Cleveland 10.9-10.15.12</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>				<u>Estimate #</u>	1497
	08/01/12	09/21/12	<u>Agency Com</u> 15% <u>Billing Contact</u>	<u>Alt Order #</u>	
<u>Advertiser</u>	Service Employee Internatio			<u>Billing Type</u>	Cash
			1010 Wisconsin Avenue NW - Suite Washington, DC 20007	<u>Order Type</u>	GENERAL
<u>Agency</u>	Waterfront Strategies			<u>Billing Cycle</u>	EOM/EOC
<u>Buying Contact</u>				<u>Billing Calendar</u>	BROADCAST
				<u>Demographic</u>	A35+
1010 Wisconsin Avenue NW - Suite Washington, DC 20007				<u>Rev Codes</u>	POL POL ISS
				<u>Product Codes</u>	PL
				<u>Priority</u>	P-1
				<u>Advertiser Ref</u>	

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Competing Station	Order Share %	Market Value	Amount
CABLE	%		
UNKWN	100%		
WBNX	%		
WDLI	%		
WEAO	%		
WGGN	%		
WJW	%		
WKYC	%		
WMFD	%		
WOAC	%		
WOIO	%		
WQHS	%		
WUAB	%		
WVIZ	%		
WVPX	%		

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	69	\$107,333.75	\$126,275.00	0.00	10/01/12	10/15/12	69	\$107,333.75	\$126,275.00
Totals	69	\$107,333.75	\$126,275.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
N 1	WEWS	10/09/12	10/15/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		2	\$900.00			0.00					
		Week: 10/15/12	10/21/12	M-----		1	\$900.00			0.00					
N 2	WEWS	10/09/12	10/15/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	3	\$2,700.00



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Contract / Revision

306621

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 08/01/12/ 09/21/12

Order Sep 00:20:00

Advertiser Service Employee International Product SEIU Cleveland 10.9-10.15.1 Estimate # 1497



Contract / Revision **306621** Flight Dates **10/09/12-10/15/12** Hiatus Dates

Original Date / Revision 08/01/12/ 09/21/12 Order Sep 00:20:00

Advertiser **Service Employee Internati** Product **SEIU Cleveland 10.9-10.15.1** Estimate # **1497**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N12	WEWS	10/09/12	10/15/12	M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12	10/14/12	-TWTF--	3	\$2,000.00	0.00										
Week: 10/15/12	10/21/12	M-----	1	\$2,000.00	0.00										
N13	WEWS	10/09/12	10/15/12	M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	2	\$2,200.00	P-1	0.00	NM	2	\$4,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12	10/14/12	-TWTF--	2	\$2,200.00	0.00										
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u>			<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WEWS	10/08/12-10/14/12	M-Su 630-7p WNT	630-7p			-TWThF----	:30	(\$2,200.00)	0.00	NM				
See MG 13.3,13.4 [N/A]															
2	WEWS	10/08/12-10/14/12	M-Su 630-7p WNT	630-7p			-TWThF----	:30	(\$2,200.00)	0.00	NM				
See MG 13.3,13.4 [N/A]															
3	WEWS	10/09/12-10/12/12	M-Su 630-7p WNT	630-7p			-TWThF----	:30	\$2,200.00	0.00	NM				
MG for 13.2,13.1															
4	WEWS	10/09/12-10/12/12	M-Su 630-7p WNT	630-7p			-TWThF----	:30	\$2,200.00	0.00	NM				
MG for 13.2,13.1															
Week: 10/15/12	10/21/12	-----S	0	\$0.00	0.00										
N14	WEWS	10/09/12	10/15/12	SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12	10/14/12	-----S	1	\$1,400.00	0.00										
Week: 10/15/12	10/21/12	-----	0	\$0.00	0.00										
N15	WEWS	10/09/12	10/15/12	M-F 7-730p	CM	7-730p	MTWTF--	:30	3	\$1,300.00	P-1	0.00	NM	4	\$5,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12	10/14/12	-TWTF--	3	\$1,300.00	0.00										
Week: 10/15/12	10/21/12	M-----	1	\$1,300.00	0.00										
N16	WEWS	10/09/12	10/15/12	M-F 730-8P	CM	730-8p	MTWTF--	:30	3	\$1,300.00	P-1	0.00	NM	4	\$5,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12	10/14/12	-TWTF--	3	\$1,300.00	0.00										
Week: 10/15/12	10/21/12	M-----	1	\$1,300.00	0.00										
N17	WEWS	10/09/12	10/15/12	Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$9,000.00	P-1	0.00	NM	1	\$9,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12	10/14/12	-T-----	1	\$9,000.00	0.00										
Week: 10/15/12	10/21/12	-----	0	\$0.00	0.00										
N18	WEWS	10/09/12	10/15/12	Wednesday Prime A	CM	8-9p	--W----	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12	10/14/12	--W----	1	\$7,000.00	0.00										
Week: 10/15/12	10/21/12	-----	0	\$0.00	0.00										
N19	WEWS	10/09/12	10/15/12	Sunday Prime C	CM	9-10p	-----S	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12	10/14/12	-----S	1	\$7,000.00	0.00										
Week: 10/15/12	10/21/12	-----	0	\$0.00	0.00										
N20	WEWS	10/09/12	10/15/12		CM	1135p-1207x	MTWTF--	:30	2	\$1,400.00	P-1	0.00	NM	3	\$4,200.00



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Hiatus Dates

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Order Sep 00:20:00

Advertiser Service Employee Internati Product SEIU Cleveland 10.9-10.15.1 Estimate # 1497



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Original Date / Revision 08/01/12/ 09/21/12 Order Sep 00:20:00

Advertiser **Service Employee Internati** Product **SEIU Cleveland 10.9-10.15.1** Estimate # **1497**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
N29	WEWS	10/09/12	10/15/12	M-SU 11-1135P Late Nev@M		11-1135p	MTWTFSS	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
M-SU 11-1135P Late Nev															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----		0	\$0.00			0.00					
		Week: 10/15/12	10/21/12	M-----		1	\$3,000.00			0.00					
N30	WEWS	10/12/12	10/12/12	Friday Prime B	CM	9-10p	-----F--	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
Friday Prime B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		1	\$6,000.00			0.00					
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
		1	WEWS	10/08/12-10/14/12	Friday Prime B	9-10p				-----F----	:30	(\$6,000.00)	0.00	NM	
See MG 30.2															
[N/A DUE PROGRAM NAME REMOVE TO PLACE - FRIDAY PRIME B]															
2	WEWS	10/08/12-10/14/12	Friday Prime B		9-10p		-----F----	:30	\$6,000.00	0.00	NM				
(M) MG for 30.1 10/12															
N31	WEWS	10/09/12	10/15/12	Sunday Prime A	CM	7-8p	-----S	:30	1	\$6,850.00	P-2	0.00	NM	1	\$6,850.00
Sunday Prime A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$6,850.00			0.00					
		Week: 10/15/12	10/21/12	-----		0	\$0.00			0.00					
N32	WEWS	10/09/12	10/15/12	M-F 730-8P	CM	730-8p	MTWTF--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
730-8p Let's Ask America															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----		0	\$0.00			0.00					
		Week: 10/15/12	10/21/12	M-----		1	\$1,500.00			0.00					
Totals														69	\$126,275.00